

Video 4: The Visual Communication Planner: from purpose to results

In this fourth video, I show you the questions on the Visual Communication Planner about choosing the channels to use and the action to plan to reach your goal. Discover more on <https://visualcommunicationplanner.com>

Hello and welcome to this training video of the Visual Communication Planner about channels and activities.

We are going backwards down the path from the top of our mountain, from the goal down to the purpose.

You have already set your goal and your KPIs. But if you want to have something to measure you need to take action! Hard to steer a parked car.

This step of the strategy is about choosing all the touchpoints you need to reach your goal and all the activities you should create and plan. Any way a customer can interact with a business is considered a touchpoint.

For example, you may want to use LinkedIn to capture the attention of your target audience, but which actions should you plan? Organic updates on your personal profile or advertising on your company page?

These questions will help you to define this step of your journey:

- What channels have you activated so far? Did they help you reach the goal? How?
- What are the web channels most used by the defined target?
- Are there any niche channels dedicated to your industry?
- What is the actual use your target makes of these channels?
- Do you have multiple segments for which dedicated channels are needed?
- Do these channels help you to achieve your goal?
- What tools are needed to use and measure these channels?
- What actions do you need to take to achieve your goal?
- Are the channels you selected already available? Do you need to activate social profiles or newsletter platforms?
- What are the features you want to take advantage of in each channel?
- What content do you need to correctly profile the chosen channels?

- How many campaigns can you run with the available budget? Which ones will you focus on?
- What actions do you need to take on each channel?
- How do you plan to manage engagement on these channels?

Please go to the official website of the Visual Communication Planner to download the full slides.

You may start seeing the strategy more clearly, let's go back to our B2B example:

1. goal: new RFP from manufacturing companies in Germany
2. KPI: the number of requests through the website, from each web touchpoint, in 90 days
3. channels and activities:
 - a. a new single-page website dedicated to the German market
 - b. a review of the LinkedIn company page
 - c. 2 weekly updates on the LinkedIn company page
 - d. a standard advertising campaign on LinkedIn
 - e. a text ad campaign on Google Ads
 - f. a responsive ad campaign on Google Ads

The web is full of channels and activities. Your job is to choose those that will help you reach your goal without wasting your budget.

As Michael Porter always said: "The essence of the strategy is choosing what not to do."

Thank you for watching! Happy Climbing!